Permit #F00028681

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028681 **Type of Permit:** FILMING **Release Date:** 06/10/2010

Production Company PRETTY BIRD PICTURES INC

Insured Company Name PRETTY BIRD PICTURES INC

Contact Phone No. 1 310-315-8700
Contact Phone No. 2
Fax
Address 1823 COLORADO BLVD
SANTA MONICA, California 90404

Production Title AMERICAN EXPRESS TV COMMERCIAL

Type of Production Commercial - Standard

Producer Pedro Aragao De Oiliverira

Director Max Malkin

1st AD David Dean

Production Manager Piazzie n/a

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Geoff White
Primary Phone Mobile - 818-426-2600
Secondary Phone Office - 310-315-8700

Location Assistant n/a n/a
Primary Phone Mobile - n/a
Secondary Phone

Fees

Posting 1200	$104.00
Posting Max	$182.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,306.00

Number of Locations 2

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Summary Information

Location

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Production Company PRETTY BIRD PICTURES INC
Insured Company PRETTY BIRD PICTURES INC
Production Title AMERICAN EXPRESS TV COMMERCIAL

Location Manager Geoff White
Primary Phone Mobile - 818-426-2600
Secondary Phone Office - 310-315-8700

Location Address 2149 Bay St, Los Angeles, CA, 90021

Location Names

Location Type Warehouse

Location Description

Film Dates 6/11/2010 - 6/11/2010 05:00 - 14:00

Open or Closed to the Public Closed

Generic Conditions Equipment vehicles may park on one side of street
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document PrettyBird.AmEx.28681.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	45
Condors	1
Cube Trucks	5
Generator	1
Motor Homes	2
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50
Spot Check	1

Filming Activities Atmospheric Smoke Effects; Interior and exterior dialogue; Equipment vehicles parked in available legal spaces on S Santa Fe Av;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note May not cone off parking spaces in street
Company must talk to impacted residents/businesses on S Santa Fe Av prior to parking in street

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : Lot at Santa Fe St & Palmetto St

Posting "No Parking" signs S/S Bay St., Alameda St - East to End
N/S Bay St., 2135 Bay St - East to End
E/S Alameda St., Bay St - North 200'

Approximate Footage more than 1800 **Log Number** 1015956

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Summary Information

Location

Permit Number	F00028681	**Location Manager**	Geoff White
Production Company	PRETTY BIRD PICTURES INC	Primary Phone	Mobile - 818-426-2600
Insured Company	PRETTY BIRD PICTURES INC	Secondary Phone	Office - 310-315-8700
Production Title	AMERICAN EXPRESS TV COMMERCIAL		

Date(s) 6/11/2010 to 6/11/2010 **Time(s)** 00:00 to 00:00

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Insured Company PRETTY BIRD PICTURES INC
Production Title AMERICAN EXPRESS TV COMMERCIAL

Location Manager Geoff White
Primary Phone Mobile - 818-426-2600
Secondary Phone Office - 310-315-8700

Location Address 544 Mateo St, Los Angeles, CA, 90013

Location Names

Location Type Warehouse

Location Description NATE STARKMAN & SONS BUILDING

Prep Dates 6/11/2010 - 6/11/2010 07:00 - 12:00

Film Dates 6/11/2010 - 6/11/2010 12:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	45
Condors	1
Cube Trucks	5
Generator	1
Motor Homes	2
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50
Off-Duty/Retired LAPD Officer(s)	1
Spot Check	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Interior and exterior dialogue; Condor in curblane on Mateo St & Palmetto St;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Per J Wheeler 6/10, posting reduced from:
E/S Mateo St., Palmetto St - 4th Pl
N/S Palmetto St., Mateo St - Santa Fe Av
to:
E/S Mateo St., Palmetto St - North 200'
N/S Palmetto St., Mateo St - East 250'
Posting fees still due, collected on original permit

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Location

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Insured Company PRETTY BIRD PICTURES INC
Production Title AMERICAN EXPRESS TV COMMERCIAL

Location Manager Geoff White
Primary Phone Mobile - 818-426-2600
Secondary Phone Office - 310-315-8700

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : Lot at Santa Fe St & Palmetto St

Posting "No Parking" signs E/S Mateo St., Palmetto St - North 200'
N/S Palmetto St., Mateo St - East 250'

Approximate Footage 901 - 1200

Log Number 1015957

Date(s) 6/11/2010 to 6/11/2010

Time(s) 11:00 to 22:00

NOT A PERMIT

Permit #F00028681

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of PRETTY BIRD ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film L.A. Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 4/24/10

PRETTY BIRD.
Name of Principal

By: [signature]
Representative's Signature

GEOFF WHITE
Print Representative's Name

LOCATION MGR
Representative's title

1823 COLORADO
S.M. 90404
Principal's Address

818 426 2600
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

SPECIAL FILMING CONDITIONS
THE ARTS DISTRICT

The Special Film Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this are is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit(s) will be issued for this area. The decision whether or not a particular permit(s) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

This is a mixed-use area that includes manufacturing facilities, warehouses, artists/artisans and residents. These Special Conditions apply to the area roughly between 1st Street and 7th Street and between Alameda Avenue and the LA River. Within the past ten years, this area has experienced an influx of permanent residents into what was predominantly a light to heavy manufacturing zone for over 75 years.

The motion picture industry has amicably co-existed with the businesses and residents of this area for decades and desires to continue to do so. These Conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions as outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants and businesses must be notified at least two days in advance of the first day of filming or the first day of any substantial set preparation for productions that:
  - Request parking restrictions on the following public streets: Traction Avenue, East 2nd Street (except Alameda Street to Garey Street), East 3rd Street, Vignes Street, Molino Street (Palmetto Street to 4th Street only)
  - Request a street closure
  - Involve any special effects, gunfire, audible playback, helicopter activity, or other disruptive activities
  - FilmL.A. or the production company shall consult a designated community representative when an applicant requests a permit with less than two days notice under the above circumstances
- Posting on more than one side of Traction Avenue, East 2nd Street (except Alameda to Garey), East 3rd Street (except Vignes to Santa Fe), Vignes Street, Molino from 4th Street to Palmetto, Hewitt from Palmetto to 4th Street, 4t Street from Colyton to Molino requires a notification to a designated person in the building where alternate parking is not provided. Posting on both sides of the above streets is allowed without signatures on Sundays.
- When "No Parking" signs are posted on both sides of Hewitt between 4th Street and Traction Avenue, Art Share (213-687-4278) and Bedlam (213-909-1512) must be notified.
- Posting for equipment and/or picture, other than the streets listed above, will be reviewed on a street by street basis and may not exceed 450 linear feet. Additional posting may be granted if there is a majority of support from affected residents/businesses/merchants, and indicated on the permit. After filming is completed, companies are requested, as a courtesy (only LADOT is to touch the posting signs), to turn all "No Parking" signs around so that they face the opposite direction.

NOT A PERMIT

- Companies must provide adequate detour and directional signage when street closures are in place, conforming as much as possible to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks.

- The Arts District is home to many art gallery openings and live, local theater. When the following locations are directly impacted, notification is required if in conflict with a scheduled event at the Downtown Playhouse (929 E. 2nd Street 213-626-6909) and Art Share LA (801 E. 4th Place 213-687-4278).

- Productions filming near residential buildings after midnight or before 6:00am are required to notify designated representatives of the proposed activity. Contact information for building representatives will be made available on request from the community filming liaison (Jonathan Jerald 213-814-7164).

- Crew with walkie-talkies must wear headsets when filming after 12:00 am and before 6:00 am.

- Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on the 1st, 4th and 6th Street Bridges. CalTrans/LADOT approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures.

- Cast/Crew are not permitted to park on the area streets. Off-street parking must be provided for personal vehicles.

- Generators are to be placed as far away from residential buildings as possible. Placement will be considered on a case-by-case basis.

- Production companies are required to completely remove all trash, food, cardboard boxes, etc. from the general vicinity at the end of each filming day. Production companies will be held responsible for the actions of the catering companies they employ to provide food for the cast and crew.

- Food should not be given directly to the homeless persons in the area. Production companies wishing to help the homeless should do so though one of the service providers in the downtown area.

- FilmL.A will monitor frequency and look for ways to mitigate the impacts of filming prior to placing a location off limits.

- Unless a signature survey is completed, the west side of Mateo Street between 4th Place and Palmetto Street must be kept clear of equipment, vehicles, condors and lights. This area, however, may be used for camera placement between the hours of 7:00 am and 10:00 pm only.

- When filming take place after 10:00 pm or before 7:00 am, generators are to be placed as far as possible away from residential buildings and lights are to be screened to avoid disturbing nearby residents.

- The Molino Loft buildings (500 and 530 Molino Street) and Marc Free should be notified (310-871-2652) for filming activity or parking restrictions along 4th Place between Molino and Mateo [the curve].

NOT A PERMIT

- Due to the mixed use nature of the neighborhood, productions wishing to utilize space along the west side of Santa Fe Ave. between 2nd and 3rd Streets and the north side of 3rd Street from Santa Fe Avenue to west 100 feet must obtain a signature from Valerie Mitchell or designated representative (213-687-3987).

- Frequent filming in the area of Vignes and 2nd Streets along with the high demand for parking in the area requires that posted "No Parking" on Vignes Street between 1st Street and 2nd Street shall be limited to no more than 200 feet, unless alternate parking or notification are provided to a designated representative from the building.

- The area near 3rd and Traction Avenue is home to many small businesses that have greatly helped to develop the area. In order to be sensitive to these businesses it is necessary for production companies to obtain signatures from the following businesses when there are filming activities or parking on the 700 block of 3rd Street between Traction Avenue and Hewitt Street: Zip Fusion- Jason Ha (744 E. 3rd Street, 213-680-3770); Lakich Studio-Lily Lakich (704 Traction Avenue, 213-620-8641); Ay Carrumba (714 Traction Avenue, 213-620-0274); Wurstkuche Sausage Grill- Joseph Petruzulli (800 E 3rd St, 213-667-4444); Blue Dahlia (738 E 3rd St, 213 613-0621)

- Outdoor food preparation using charcoal or gas grills must be at least 100 feet away from any residential building.

NO PERMIT